

# Self Assessment

## NEED HELP?

**1a.** Please provide up to three goal statements drawn from the overall purpose of the project. Primary project goal statements should be broad in scope. **TIP:** Goal statements must have outcomes that can be measured in some way. Abstract goals are difficult to both enact and assess.

**Like this:** To create a dance portrait of the automobile industry reflecting the complexity of human movement and manufacturing.

**1b.** For each goal statement, provide a one-line description of how attainment of the goal should be measured. The outside evaluator will use this criteria in providing feedback to the project administrator. The evaluator may also provide feedback on the appropriateness of the measurement criteria. Your pre-determined criteria are the blueprint for feedback. **TIP:** Choose criteria that will yield the kind of information that could help you get your next grant.

**Like this:** A number of complex ideas, such as humans as masters of nature, will be explored in post-performance discussion. Discussions will be facilitated, observed and recorded.

**1a)** Describe the primary project goals. *(Please limit to three.)*

**1b)** Explain the criteria you will use to determine how successful your project has been.

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**2a.** Please use up to three statements to address the main activities of the project.

**Like this:** Following performances, facilitators will develop formats and conduct discussions integrating important issues.

**2a)** Describe how project activities will be implemented.

**2b.** For each implementation statement, please provide a one-line description about how you will determine whether the activity was effectively implemented.

**TIP:** If you have trouble describing how you will know, the project activities may need further refinement.

**Like this:** Previously identified important issues, which are referenced in discussion, will be kept track of by facilitators on a specially-designed form.

**2b)** Explain how you will determine how effective the implementation strategies have been.

# Economic Assessment

**In support of Governor Jennifer M. Granholm's plan to grow Michigan's economy**, the Michigan Council for Arts and Cultural Affairs has begun a process of modifying its grant programs to foster greater cultural economic development through increased **job creation, cultural tourism, capital investment and revenue generation and leveraging**. As an initial step, the Council is gathering measurable baseline information, from all fiscal year 2006 applicants and grant recipients, from which the economic "return on investment" in arts and cultural grants may be accurately assessed. A formal annual report of our findings, combined with other data, will be issued. It is the Council's expectation this information will assist those making the case for the importance of continued investment in the arts and culture of our great state. Please carefully review and complete this form, providing accurate and realistic responses, to the very best of your ability. Please attach additional sheets as necessary.

**3a)** Please select the economic outcomes that you feel your project addresses.

- ☐ Job Creation    ☐ Cultural Tourism    ☐ Capital Investment    ☐ Revenue Generation/Leveraging  
☐ Other \_\_\_\_\_

**3b)** Key Predictors of Economic Outcomes

1: What is the amount of your projected FY 2006 payroll, with fringe benefits? \_\_\_\_\_

2: What is the total amount of this grant request going toward that payroll, include fringe benefits? \_\_\_\_\_

3: What is your organization's total number of employees for FY 2006? \_\_\_\_\_

Year round: Full-time? \_\_\_\_\_ Part-time? \_\_\_\_\_ Volunteers? \_\_\_\_\_

Seasonal: Full-time? \_\_\_\_\_ Part-time? \_\_\_\_\_ Volunteers? \_\_\_\_\_

4: Estimate the number of new hires you will create for the entire organization. \_\_\_\_\_

a) How many of these will be generated specifically for this project? \_\_\_\_\_

b) How many full-time? \_\_\_\_\_ c) How many part-time? \_\_\_\_\_

5: Will your organization lose, and not replace, current employees? ☐ yes ☐ no  
If yes, how many? \_\_\_\_\_

6: How many tourist visits your organization annually? \_\_\_\_\_ For this project? \_\_\_\_\_  
(A tourist is defined as someone who drives 50 or more miles, one way, to reach your activity)

7: Does your organization track tourist's overnight stays associated with your activities? ☐ yes ☐ no  
If yes, how many overnight tourists are you predicting for FY 2006? \_\_\_\_\_

8: Is your organization planning to make any capital investments in FY 2006? ☐ yes ☐ no  
If yes, what is the projected investment? \_\_\_\_\_

9: Please list the other groups or organizations that your organization has collaborative agreements with, such as advertising, tours/visits, ticket discounts, parking, hotel/motel/B&B packages, restaurants etc.

**Organization**

**Type of Collaboration**

_____	_____
_____	_____
_____	_____

**3c)** Please attach a description (no more than one page) of how your project will address the outcomes you selected in 3a).

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**4a.** Quality may be the most difficult question, especially when it comes to being able to measure the outcome. Still, it is important that we not ignore how good something is; it is not enough to 'just do' things. **TIP:** Remember that quality is situation-specific. An ambitious performance by a community ensemble should not be expected to be professional symphony quality. However, there should be, at the same time, a sense that the potential of the group has been fully tapped.

**Like this:** The difficulty level of the choreography for this project will stretch the skills of both the artists and the audience. Both performance challenges and the audience's awareness of those challenges and how they enriched the performance will be considered.

**4b. TIP:** For 'measurement' you can use information you have gathered from earlier assessment questions and combine it in order to determine how well the quality goals have been met. Of course you can also introduce new things.

**Like this:** Feedback from post-performance discussions, public reviews, expert testimony, rating cards, and material from other appropriate sources will be combined to create a 'quality picture' of the event.

**4a)** Describe the measures you will take to ensure quality, as it relates to the artistic and cultural aspects of this project.

**4b)** Explain how you will determine that the artistic quality goals for this project have been met.

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**5a.** This question is concerned about cultural diversity in programming, not audience composition. **TIP:** For example, if your art exhibit covers American art from 1865-1950, be certain that the whole breadth of artists working at that time are represented, not just one ethnic group.

**Like this:** As we curate this exhibition of American Art beginning with Reconstruction we will include examples of 'traditional' American painters and crafts makers as well as African American, Jewish, Irish and other ethnic groups. Using the appreciation of art, we will simultaneously help people apprehend a picture of America during this period of time, as well as gain insight into the art itself.

**5b.** Remember, again, this question is about content, and so the measurement should address that.

**Like this:** Feedback from post-performance discussions, public reviews, expert testimony, rating cards, and material from other appropriate sources will be combined to help us understand what people absorbed from the exhibition. Additionally we will appoint a panel of experts who will provide feedback to us on this point.

**OR:** In each gallery there will be some interactive exhibits which will encourage people to respond to perceived content issues via computer. Those results will be tallied.

**5a)** Describe how issues of outreach and cultural diversity will be addressed through project activities.

**5b)** Explain how you will determine how issues of outreach and cultural diversity were effectively addressed through project activities.

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**6a.** Anchor Organizations' projects should support the MCACA program goal of having a long-term impact, at least at the regional level. **TIP:** Consider how the immediate impact of the project will filter out to the whole service area.

**Like this:** Increases in the number of arts/cultural centers participating in the project will allow greater numbers of central Michigan residents to participate, enhancing both quality of life and regional exposure to arts and culture. The regional approach to the project allows for program offerings to be adapted to the needs/interests of area residents further encouraging participation.

**6b.** It is understood that the long-term benefits are not likely to be fully realized by the close of the grant period. You can make predictions about the ultimate impact of the project and explain how you will track how well the project is doing relative to predictions. Short-term benefits are more easily described.

**Like this:** Rates of attendance will be tracked through ticket collections. Liaisons will attend the second session of each type of program offering to ask participants about previous participation in like events. Responses will be compiled to assess new rates of participation. Comment cards will be used to solicit feedback about program improvements with finalized results being shared with all presenters.

**6a)** Describe how project activities will impact your service area.

**6b)** Explain how you will determine whether an impact was achieved.